

OCT18/12 19.06  
\*\*\* WFTV-TV \*\*\*

BUYER NAME	RANDE LEVINE
SALES PRSN	LA- MICHAEL WARD

SHERMAN OAKS, CA 91403

	CLASS: NATL.	LOCAL	REGIONAL
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**Table 1** Summary of the study design and sample characteristics

1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100. 101. 102. 103. 104. 105. 106. 107. 108. 109. 110. 111. 112. 113. 114. 115. 116. 117. 118. 119. 120. 121. 122. 123. 124. 125. 126. 127. 128. 129. 130. 131. 132. 133. 134. 135. 136. 137. 138. 139. 140. 141. 142. 143. 144. 145. 146. 147. 148. 149. 150. 151. 152. 153. 154. 155. 156. 157. 158. 159. 160. 161. 162. 163. 164. 165. 166. 167. 168. 169. 170. 171. 172. 173. 174. 175. 176. 177. 178. 179. 180. 181. 182. 183. 184. 185. 186. 187. 188. 189. 190. 191. 192. 193. 194. 195. 196. 197. 198. 199. 200. 201. 202. 203. 204. 205. 206. 207. 208. 209. 210. 211. 212. 213. 214. 215. 216. 217. 218. 219. 220. 221. 222. 223. 224. 225. 226. 227. 228. 229. 230. 231. 232. 233. 234. 235. 236. 237. 238. 239. 240. 241. 242. 243. 244. 245. 246. 247. 248. 249. 250. 251. 252. 253. 254. 255. 256. 257. 258. 259. 260. 261. 262. 263. 264. 265. 266. 267. 268. 269. 270. 271. 272. 273. 274. 275. 276. 277. 278. 279. 280. 281. 282. 283. 284. 285. 286. 287. 288. 289. 290. 291. 292. 293. 294. 295. 296. 297. 298. 299. 300. 301. 302. 303. 304. 305. 306. 307. 308. 309. 310. 311. 312. 313. 314. 315. 316. 317. 318. 319. 320. 321. 322. 323. 324. 325. 326. 327. 328. 329. 330. 331. 332. 333. 334. 335. 336. 337. 338. 339. 340. 341. 342. 343. 344. 345. 346. 347. 348. 349. 350. 351. 352. 353. 354. 355. 356. 357. 358. 359. 360. 361. 362. 363. 364. 365. 366. 367. 368. 369. 370. 371. 372. 373. 374. 375. 376. 377. 378. 379. 380. 381. 382. 383. 384. 385. 386. 387. 388. 389. 390. 391. 392. 393. 394. 395. 396. 397. 398. 399. 400. 401. 402. 403. 404. 405. 406. 407. 408. 409. 410. 411. 412. 413. 414. 415. 416. 417. 418. 419. 420. 421. 422. 423. 424. 425. 426. 427. 428. 429. 430. 431. 432. 433. 434. 435. 436. 437. 438. 439. 440. 441. 442. 443. 444. 445. 446. 447. 448. 449. 450. 451. 452. 453. 454. 455. 456. 457. 458. 459. 460. 461. 462. 463. 464. 465. 466. 467. 468. 469. 470. 471. 472. 473. 474. 475. 476. 477. 478. 479. 480. 481. 482. 483. 484. 485. 486. 487. 488. 489. 490. 491. 492. 493. 494. 495. 496. 497. 498. 499. 500. 501. 502. 503. 504. 505. 506. 507. 508. 509. 510. 511. 512. 513. 514. 515. 516. 517. 518. 519. 520. 521. 522. 523. 524. 525. 526. 527. 528. 529. 530. 531. 532. 533. 534. 535. 536. 537. 538. 539. 540. 541. 542. 543. 544. 545. 546. 547. 548. 549. 550. 551. 552. 553. 554. 555. 556. 557. 558. 559. 560. 561. 562. 563. 564. 565. 566. 567. 568. 569. 570. 571. 572. 573. 574. 575. 576. 577. 578. 579. 580. 581. 582. 583. 584. 585. 586. 587. 588. 589. 590. 591. 592. 593. 594. 595. 596. 597. 598. 599. 600. 601. 602. 603. 604. 605. 606. 607. 608. 609. 610. 611. 612. 613. 614. 615. 616. 617. 618. 619. 620. 621. 622. 623. 624. 625. 626. 627. 628. 629. 630. 631. 632. 633. 634. 635. 636. 637. 638. 639. 640. 641. 642. 643. 644. 645. 646. 647. 648. 649. 650. 651. 652. 653. 654. 655. 656. 657. 658. 659. 660. 661. 662. 663. 664. 665. 666. 667. 668. 669. 670. 671. 672. 673. 674. 675. 676. 677. 678. 679. 680. 681. 682. 683. 684. 685. 686. 687. 688. 689. 690. 691. 692. 693. 694. 695. 696. 697. 698. 699. 700. 701. 702. 703. 704. 705. 706. 707. 708. 709. 710. 711. 712. 713. 714. 715. 716. 717. 718. 719. 720. 721. 722. 723. 724. 725. 726. 727. 728. 729. 730. 731. 732. 733. 734. 735. 736. 737. 738. 739. 740. 741. 742. 743. 744. 745. 746. 747. 748. 749. 750. 751. 752. 753. 754. 755. 756. 757. 758. 759. 760. 761. 762. 763. 764. 765. 766. 767. 768. 769. 770. 771. 772. 773. 774. 775. 776. 777. 778. 779. 780. 781. 782. 783. 784. 785. 786. 787. 788. 789. 790. 791. 792. 793. 794. 795. 796. 797. 798. 799. 800. 801. 802. 803. 804. 805. 806. 807. 808. 809. 810. 811. 812. 813. 814. 815. 816. 817. 818. 819. 820. 821. 822. 823. 824. 825. 826. 827. 828. 829. 830. 831. 832. 833. 834. 835. 836. 837. 838. 839. 840. 84

DATE OCT18/12 19.06

NEW ORDER - STARTS ON MON, 10/23!!

FLIGHT IS 10/23-10/29  
PLS CONF TTL: \$90,044/60X  
THANKS LINDA FOR MICHAEL 10/18

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

4Q12 NON-CANDIDATE AVAIL. 30 MINUTES SEPARATION. FLIGHT 10/23-10/29

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|-------------|------|-----|------|------------|----------|----------|-----------|------|-----------|
| LINE# | :   | :  | :           | :    | :   | :    | DATE       | DATE     | :        | :         | :    | SPTS:     |

AGENCY ADVERTISER CODE = FREEDOM AGENCY EST# = 424  
AGENCY PRODUCT CODE = PAC

|   |           |    |            |       |       |   |      |   |
|---|-----------|----|------------|-------|-------|---|------|---|
| 1 | 600A-700A | 15 | \$1,752.00 | 10/23 | 10/26 | 4 | TU-F | 4 |
|---|-----------|----|------------|-------|-------|---|------|---|

PROGRAM : EYEWITNESS NEWS

CON COM1: RUN 1X PER DAY. STAND ALONE : 15

|   |           |    |            |       |       |   |     |
|---|-----------|----|------------|-------|-------|---|-----|
| 2 | 600A-700A | 15 | \$1,752.00 | 10/29 | 10/29 | 1 | MON |
|---|-----------|----|------------|-------|-------|---|-----|

PROGRAM : EYEWITNESS NEWS  
RA35+ : 2.9

COM1: STAND ALONE : 15

| LINE# | REP | CD | TIME PERIOD  | LGTH | SEC | RATE       | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|--|------|-----|------------|------------|----------|----------|-----------|------|-----------|
| 3     |     |    | 700A-900A<br>PROGRAM : GOOD MORNING AMERICA<br>RA35+ : 4.2<br>CON COM1: RUN 1X PER DAY. STAND ALONE :15      | 15   |     | \$2,045.00 | 10/23      | 10/26    | 4        |           | TU-F | 4         |
| 4     |     |    | 700A-900A<br>PROGRAM : GOOD MORNING AMERICA<br>RA35+ : 4.2<br>CON COM1: STAND ALONE :15                      | 15   |     | \$2,045.00 | 10/29      | 10/29    | 1        |           | MON  | 1         |
| 5     |     |    | 1000A-1100A<br>PROGRAM : MILLIONAIRE/FAMILY FEUD<br>RA35+ : 1.8<br>CON COM1: RUN 1X PER DAY. STAND ALONE :15 | 15   |     | \$700.00   | 10/23      | 10/26    | 4        |           | TU-F | 4         |
| 6     |     |    | 1000A-1100A<br>PROGRAM : MILLIONAIRE/FAMILY FEUD<br>RA35+ : 1.8<br>CON COM1: STAND ALONE :15                 | 15   |     | \$700.00   | 10/29      | 10/29    | 1        |           | MON  | 1         |
| 7     |     |    | 1200N-100P<br>PROGRAM : EYEWITNESS NOON NEWS<br>RA35+ : 3.2<br>CON COM1: RUN 1X PER DAY. STAND ALONE :15     | 15   |     | \$1,225.00 | 10/23      | 10/26    | 4        |           | TU-F | 4         |
| 8     |     |    | 1200N-100P<br>PROGRAM : EYEWITNESS NOON NEWS<br>RA35+ : 3.2<br>CON COM1: STAND ALONE :15                     | 15   |     | \$1,225.00 | 10/29      | 10/29    | 1        |           | MON  | 1         |
| 9     |     |    | 100P-200P<br>PROGRAM : THE CHEW<br>RA35+ : 1.7<br>CON COM1: RUN 1X PER DAY. STAND ALONE :15                  | 15   |     | \$820.00   | 10/23      | 10/26    | 4        |           | TU-F | 4         |
| 10    |     |    | 100P-200P<br>PROGRAM : THE CHEW<br>RA35+ : 1.7<br>CON COM1: STAND ALONE :15                                  | 15   |     | \$820.00   | 10/29      | 10/29    | 1        |           | MON  | 1         |

| LINE# | REP | CD | TIME PERIOD   | LGTH | SEC | RATE       | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS  | TOTL SPTS |
|-------|-----|----|---|------|-----|------------|------------|----------|----------|-----------|-------|-----------|
| 11    |     |    | 400P-500P<br>PROGRAM : DR OZ<br>RA35+ : 2.1<br>CON COM1: RUN 1X PER DAY. STAND ALONE :15                    | 15   |     | \$935.00   | 10/23      | 10/26    | 4        |           | TU-F  | 4         |
| 12    |     |    | 400P-500P<br>PROGRAM : DR OZ<br>RA35+ : 2.1<br>CON COM1: STAND ALONE :15                                    | 15   |     | \$935.00   | 10/29      | 10/29    | 1        |           | MON   | 1         |
| 13    |     |    | 500P-600P<br>PROGRAM : EYEWITNESS NEWS<br>RA35+ : 4.4<br>CON COM1: RUN 1X PER DAY. STAND ALONE :15          | 15   |     | \$2,195.00 | 10/23      | 10/26    | 4        |           | TU-F  | 4         |
| 14    |     |    | 500P-600P<br>PROGRAM : EYEWITNESS NEWS<br>RA35+ : 4.4<br>CON COM1: STAND ALONE :15                          | 15   |     | \$2,195.00 | 10/29      | 10/29    | 1        |           | MON   | 1         |
| 15    |     |    | 630P-700P<br>PROGRAM : EYEWITNESS NEWS<br>RA35+ : 7.1<br>CON COM1: RUN 1X PER DAY. STAND ALONE :15          | 15   |     | \$3,210.00 | 10/23      | 10/26    | 4        |           | TU-F  | 4         |
| 16    |     |    | 630P-700P<br>PROGRAM : EYEWITNESS NEWS<br>RA35+ : 7.1<br>CON COM1: STAND ALONE :15                          | 15   |     | \$3,210.00 | 10/29      | 10/29    | 1        |           | MON   | 1         |
| 17    |     |    | 1100P-1135P<br>PROGRAM : EYEWITNESS NEWS AT 11P<br>RA35+ : 3.8<br>CON COM1: RUN 1X PER DAY. STAND ALONE :15 | 15   |     | \$1,750.00 | 10/23      | 10/28    | 6        |           | TU-SU | 6         |
| 18    |     |    | 1100P-1135P<br>PROGRAM : EYEWITNESS NEWS AT 11P<br>RA35+ : 3.8<br>CON COM1: STAND ALONE :15                 | 15   |     | \$1,750.00 | 10/29      | 10/29    | 1        |           | MON   | 1         |

| LINE#                   | REP | CD | TIME PERIOD  | LGTH   | SEC | RATE       | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS  | TOTL SPTS |
|-------------------------|-----|----|--|--------|-----|------------|------------|----------|----------|-----------|-------|-----------|
| 19                      |     |    | 1135P-1205A<br>PROGRAM : NIGHTLINE<br>RA35+ : 2.3<br>CON COM1 : RUN 1X PER DAY. STAND ALONE :15                  | 15     |     | \$1,606.00 | 10/23      | 10/25    | 2        |           | TU-TH | 2         |
| 20                      |     |    | 1205A-105A<br>PROGRAM : JIMMY KIMMEL<br>RA35+ : 1.1<br>CON COM1 : RUN 1X PER DAY. STAND ALONE :15                | 15     |     | \$438.00   | 10/23      | 10/25    | 3        |           | TU-TH | 3         |
| 21                      |     |    | 1205A-105A<br>PROGRAM : JIMMY KIMMEL<br>RA35+ : 1.1<br>CON COM1 : STAND ALONE :15                                | 15     |     | \$438.00   | 10/29      | 10/29    | 1        |           | MON   | 1         |
| 22                      |     |    | 700A-900A<br>PROGRAM : EYEWITNESS NEWSDAY BREAK<br>RA35+ : 3.0<br>CON COM1 : MAX SEP 30 MINUTES. STAND ALONE :15 | 15     |     | \$1,170.00 | 10/27      | 10/27    | 2        |           | SAT   | 2         |
| 23                      |     |    | 700A-900A<br>PROGRAM : EYEWITNESS NEWSDAY BREAK<br>RA35+ : 3.0<br>CON COM1 : MAX SEP 30 MINUTES. STAND ALONE :15 | 15     |     | \$1,170.00 | 10/28      | 10/28    | 3        |           | SUN   | 3         |
| 24                      |     |    | 600P-630P<br>PROGRAM : EYEWITNESS NEWS SUNDAY<br>RA35+ : 6.3<br>CON COM1 : STAND ALONE :15                       | 15     |     | \$2,045.00 | 10/28      | 10/28    | 1        |           | SUN   | 1         |
| 25                      |     |    | 1130P-1200M<br>PROGRAM : SPORTS NIGHT ON 9<br>RA35+ : 1.6<br>CON COM1 : STAND ALONE :15                          | 15     |     | \$525.00   | 10/28      | 10/28    | 1        |           | SUN   | 1         |
| OCT/12                  |     |    | 74974.00   | NOV/12 |     | 15070.00   |            |          |          |           |       |           |
| CONTRACT TOTAL 90044.00 |     |    |  |        |     |            |            |          |          |           |       |           |
| TOTAL SPOTS 60          |     |    |  |        |     |            |            |          |          |           |       |           |

REP HEADLINE# 6385376  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 323-634-8086  
ORDER WORKSHEET

FAX# 323-937-2481  
HARRIS REPORT FROM REP  
OCT18/12 19.06  
\*\*\* WFTV-TV \*\*\*

| LINE#  | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|--------|-----|----|-------------|------|-----|------|------------|----------|----------|-----------|------|-----------|
| :LINE# | :   | :  | :           | :    | :   | :    | : DATE     | : DATE   | : /WK    | : INVT    | :    | :SPTS:    |

MARKET TOTALS \$155,248 WFTV 58% WKMG 25% WESH 0% WOFL 17% WKCF 0% WRBW 0% CABL 0%  
WOPX 0% WRDQ 0% EFTV 0%

SVC- NSI BOOKS- NOV/PJ EST/ES  
DEMOS- RA35+\*